

**ABSTRACT OF THE DISCLOSURE**

In accordance with a preferred embodiment of the instant invention, there is provided a method and apparatus for enhancing the value of prerecorded works such as movies and music, as well as computer games, by randomly choosing alternative content segments at different points within the work, thereby potentially offering the user a different experience each time the work is played. This invention is suitable for use with specially prepared music, movies, videos, computer games and the like, wherein a plurality of interchangeable parallel or sequential content segments are specified. At each time point where such content segments are specified, the instant method selects randomly from them for presentation to the user.